

## ***Building Risk Communication Skills***

April 10, 2019, 9:00 a.m. – 5:00 p.m.

DNREC Delaware National Estuarine Research Reserve  
St. Jones Reserve, 818 Kitts Hummock Road, Dover, Del. 19901

### **Course Goal**

Participants have a better understanding of how people respond to risk, and will develop new communication skills for discussing hazards in their community.

### **Course Objectives**

- Recognize differing values, and identify how and why people perceive and respond to risks the way they do
- Apply social science and risk communication principles when responding to difficult questions
- Respond to difficult questions with more confidence
- Develop a risk communication strategy that incorporates social science and risk communication principles

<b>Time</b>	<b>April 10, 2019</b>
<b>8:30 – 9:00</b>	<b>Check-in</b>
<b>9:00 – 9:30</b>	<b>Welcome, Get Started</b> Objective: Participants know what to expect from the course and what is expected of them. They understand what risk communication is and how it can help them with their job.
<b>9:30 – 9:50</b>	<b>Getting Started with Your Risk Communication Strategy</b> Objective: Participants understand the value of a risk communication strategy and begin to develop a strategy to meet their risk communication goals.
<b>9:50 – 10:30</b>	<b>Why People Respond to Risk the Way They Do</b> Objective: Participants understand how people perceive risk and why they respond the way they do. Participants understand common mental shortcuts and how to recognize these mental shortcuts in their communications.
<b>10:30 – 10:40</b>	<b>Break</b>
<b>10:40 – 11:10</b>	<b>Behavior Change: Understanding Your Audience</b> Objective: Participants understand the science behind behavior change and how to apply it to their communications.

	<p>Activity, Risk Communication Strategy Part 2: Participants identify what they know and what they need to learn about their target audience.</p>
<b>11:10 – 12:20</b>	<p><b>Risk Communication Essentials Part 1</b> Objective: Participants understand the essentials of good risk communication and see how they can be applied to their communications.</p> <p>Group Activity: Participants practice applying risk communication essentials.</p>
<b>12:20 – 1:55</b>	<p><b>Lunch</b> Provided</p>
<b>12:55 – 2:30</b>	<p><b>Risk Communication Essentials Part 2:</b> Objective: Participants practice applying risk communication essentials to real world situations.</p> <p>Activities:</p> <ol style="list-style-type: none"> <li>1. Group Practice: Apply risk communication essentials to a real world scenario</li> <li>2. Partner Practice #1: Responding to Resident's Questions.</li> </ol>
<b>2:30 – 3:00</b>	<p><b>Communicating about Risk in a Group Setting</b> Objective: Participants understand how to apply the essentials and numerous tips and techniques to good risk communication in a group setting. Participants see how these tips have been applied by their peers.</p>
<b>3:00 – 3:10</b>	<p><b>Break</b></p>
<b>3:10 – 4:35</b>	<p><b>Apply Risk Communication to Your Real World Scenario</b> Objective: Participants apply what they have learned and practice engaging with their audience using their real life situation.</p> <p>Activities:</p> <ol style="list-style-type: none"> <li>1. Risk Communication Strategy Part 3: Connecting with Your Audience</li> <li>2. Partner Practice #2: Apply new skills to your real life situation</li> <li>3. How Would You Respond? Revisit earlier activity to see how things have changed as a result of what you have learned.</li> </ol>
<b>4:35 – 5:00</b>	<p><b>Wrap Up and Feedback</b> Trainers will follow-up with an email survey in 9 months to see how participants have used their new communication skills!</p>